

USER GUIDANCE METHOD, CONTENT ADVERTIZING METHOD, USER  
GUIDANCE SYSTEM, OBJECT CONTROL SYSTEM, MOVING OBJECT,  
STORAGE MEDIUM AND PROGRAM TRANSMISSION APPARATUS

Abstract of the Disclosure

5 A user guidance system comprises: a moving object manager  
for managing the location of a moving object on a network; a  
radar information generator for generating information  
concerning the location of the moving object, and for  
providing the information to a user who is accessing the  
10 network; and a zero distance performer for, when the moving  
object is found by a predetermined user, performing a  
predetermined process associated with the discovery of the  
moving object, wherein the moving object manager arranges  
the moving object at a desired location in order to guide  
15 the user to desired contents on the network.